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**RIDECELL DELIVERS GLOBAL CARSHARING AND RIDESHARING PLATFORM
FOR AUTOMAKERS**

The RideCell platform enables auto companies to launch branded mobility offerings that meet rapidly shifting consumer demands

LOS ANGELES (November 15, 2016) – RideCell™, Inc., the developer of a Mobility-as-a-Service (MaaS) platform for leading automakers and transit providers globally, unveiled today at AutoMobility LA the worldwide release of its multiservice platform that allows car manufacturers to provide on-demand mobility when it's needed and where it's needed.

By integrating ridesharing and carsharing into a single platform, RideCell makes it easy for car manufacturers to create and launch a premium mobility service in a matter of months.

RideCell offers the ability for OEMs to brand and launch a standalone ridesharing service, a standalone carsharing service, or a service that offers both all from within a single integrated app experience. The white-label RideCell platform is a complete end-to-end solution and premium platform that automates every part of managing a ridesharing or carsharing operation, including: onboarding new riders, checking IDs, dynamic pricing, driver-rider matching, ride scheduling, payment processing, demand-supply balancing, personalized settings, and even referral programs and promotions. Using the RideCell platform, auto companies will be able to enter the carsharing market with a premium "free floating" carsharing service that allows customers to pick up and park cars anywhere within a service district.

"Transportation is on the brink of a massive paradigm shift," said Aarjav Trivedi, founder and CEO of RideCell. "We're moving from a car ownership model to one where people order transportation for a specific purpose. Our expertise in powering mobility as a service since 2009 helps automakers become instant experts in carsharing and ridesharing. Our multiservice RideCell platform enables automakers to launch a service that provides choice, personalization, and convenience to every rider or driver."

The RideCell platform is being used by the BMW Group to power the [ReachNow](#) carsharing service. First introduced in April 2016, RideCell powers the service which has more than 370 BMW and MINI vehicles.

RideCell is showcasing the multiservice platform for the first time publicly at AutoMobility LA in the Technology Pavilion in front of the West Hall at the LA Convention Center November 14-17. For more information about RideCell and its mobility services, please go to www.ridecell.com.

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About RideCell

Headquartered in San Francisco, RideCell is on a mission to change the way people move from point A to point B. Our white-label, multiservice platform runs new mobility offerings, such as carsharing, ridesharing, car rental, and fixed route services. An intelligent services infrastructure accelerates time to market, enabling RideCell customers to launch new mobility services in just a few months. Founded in 2009, RideCell has already processed 15 million rides and has a team of more than 50 professionals. The company now powers 15 customers including BMW, the UC Berkeley, UCSF, 3M, and SouthWest Transit.